



MKTG303

Marketing Strategy

S1 Day 2016

Dept of Marketing and Management

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Disclaimer

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General Information

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Credit points

3

Prerequisites

(MKTG202 and MKTG203 and 6cp in MKTG units at 300 level) or (admission to BMktgMedia and MKTG202 and MKTG203 and 3cp in MKTG units at 300 level)

Corequisites

Co-badged status

Unit description

The overall objectives of this unit are to introduce methods of strategic thinking and a set of practical tools and concepts that will enable students to develop, evaluate and implement innovative marketing strategies; and to provide theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity. The focus is on a customer-oriented approach to the marketing organisation, market definition, and market segmentation; as well as an entrepreneurial approach to strategic choice. Throughout the unit the emphasis is on the analysis process: identifying information needs, acquiring the necessary information, interpreting it, and using it as the basis for business recommendations. During this unit students will engage in a marketing strategy simulation game and will have the opportunity of making a series of complex, real-world marketing decisions. It places teams in a dynamic competitive environment in which they devise and pursue their own strategies and react to the moves of competitors. The Session 1 offering of this unit will be delivered in intensive mode over 7 weeks.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces

Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;

Develop an understanding marketing strategy options to maximize a company's chances of achieving a sustainable competitive advantage;

Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

Assessment Tasks

Name	Weighting	Due
A1: Class Participation	30%	See class schedule
A2: Simulation Game	30%	See class schedule

Name	Weighting	Due
A3: Reflective Journal	25%	18th April by 23:59
A4: Class Test	15%	Seminar 13

A1: Class Participation

Due: **See class schedule**

Weighting: **30%**

Submission of Mini Cases

Purpose:

This is an individual student assessment. Class participation is assessed by a student's engagement in discussions facilitated by the tutor, contributions to questions posed by the lecturer or general questions asked during seminars. Designed to test the student's knowledge, skills or capabilities of the materials covered during lectures and tutorials.

Submission:

Due: Seminar 4 and Seminar 13 (See Class Schedule) Weighting: 30% - submission of 2 articles each 1250 words via Turnitin. Each Mini-case is worth 15% of your total marks

In each seminar there will be a number of articles uploaded to iLearn. Each student is to pick one of the articles and write a 1250 word critique analysis of each article to be submitted before class through Turnitin.

Presentation of each article: Word, 12 point Times Roman, single spacing. Must have Cover page and a short introduction to the article with your student details (not in word count).

Your seminar lecturer will randomly select students to discuss their articles in class. The following questions must be addressed in each article:

1. Question 1: A brief description of the main ideas covered by the article
2. Question 2: Present a critique of the article - Points of agreement/disagreement with the article. Your answers must be based on fact/logic. Just your opinion is not sufficient
3. Question 3: Key learning/take-outs from the reading
4. Question 4: Implications for marketing strategy and the achievement of competitive advantage -supported by at least 6 academic journal articles

Marking Criteria

As per the assessment guidelines on iLearn website. Note: A marking rubric will be used

Penalty

1. **Extensions:** No extensions will be granted for submission. Late submission will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for disruption to studies is made and approved.
2. **Turnitin:** Similarity scores from Turnitin will be reviewed and marks deducted for plagiarism. Any student with a Turnitin Similarity Score above 15% will be investigated for plagiarism with possible reporting to the Faculty Disciplinary Committee. Students can submit their case to Turnitin as many times as they like before the due date and time to check their Similarity score..

Case Study Length:

1. Each Mini-case is 1250 words +/- 5% excluding references and introduction.

On successful completion you will be able to:

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Develop an understanding marketing strategy options to maximize a company's chances of achieving a sustainable competitive advantage;
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

A2: Simulation Game

Due: **See class schedule**

Weighting: **30%**

Blue Ocean Simulation Game

Submission:

The Blue Ocean Marketing Strategy simulation is an online game which requires teams to make a series of complex, real world marketing decisions over a simulated period of 9 years. It places teams in a dynamic competitive environment in which they must devise and pursue their own strategies and react to the moves of competitors. Submissions made via BOSS web site from weeks 3 to 6.

Marking Criteria

1. **Marking:** The assessment mark will be based on your final team Share Price Index (SPI) at the end of Blue Round 3. Individual marks for each student are based on a ranking of the SPI for all teams in the unit at the end of Blue Round 3.
2. **Student Contribution:** Social loafing will be penalised in this assessment item. That is, students who do not contribute to game decisions will lose marks through peer review. Peer review scores of all team members will be averaged across the team and used to adjust raw group marks. Any student with less than 100% contribution will have their raw marks for the simulation game adjusted downwards in proportion.

On successful completion you will be able to:

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Develop an understanding marketing strategy options to maximize a company's chances of achieving a sustainable competitive advantage;

A3: Reflective Journal

Due: **18th April by 23:59**

Weighting: **25%**

Reflective Journal Submission

Reflective writing enables the documentation of experiences, thoughts, questions, ideas and conclusions that signpost your learning journey. During the Blue Ocean Strategy Simulation all students are required to keep a private reflective journal of their activities and thoughts both before and after each critical stage of the game.

Marking Criteria

As per the assessment guidelines on iLearn website. Note: **Length: 20 Pages (+/- 5%) not including cover page, table of contents or introduction.**

Penalty

No extensions will be granted for the final reflective journal. Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does

not apply for cases in which an application for disruption to studies is made and approved.

Turnitin: The Reflective journal must be submitted via Turnitin. Similarity scores from Turnitin will be reviewed and marks deducted for plagiarism. Any student with a Turnitin Similarity Score above 15% will be investigated for plagiarism with possible reporting to the Faculty Disciplinary Committee. Students can submit their case to Turnitin as many times as they like before the due date and time to check their Similarity score.

On successful completion you will be able to:

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

A4: Class Test

Due: **Seminar 13**

Weighting: **15%**

Class Test

Due: Seminar 13 (See Class Schedule)

Purpose: Designed to test the student's knowledge, skills or capabilities of the materials covered during lectures

- Duration for each Class Test is 2 hour held during Session 13
- The Class Test will comprise of 50 multiple choice questions plus 4 short answer questions
- The Class Test is closed book.
- Questions will be based on the lectures indicated in the Class Schedule
- Students must attend the seminar in which they are enrolled. Failure to do so will lead to zero marks for that Class Test.
- **Note:** The Class Test will be worth 15% of the raw assessment total mark.
- There will be no provision for re-sits of the class test. If a student misses the class test they will score zero unless they have applied for and received approval for a disruption to studies. In the event that a disruption to studies approval is granted the make up assessment will be an oral assessment of the topics covered in the class test.

On successful completion you will be able to:

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

Delivery and Resources

Classes

This unit in Semester 1 is taught in intensive mode: That is, there are 13 seminars x 3 hours taught over 7 weeks. This means that each student must attend 2 x 3 hour seminars each week for the first six weeks and one 3 hour seminar in week seven immediately after the mid-semester break. The timetable for classes can be found on the University web site at: <http://www.timetable.s.mq.edu.au/>

Class size will be limited to 50 for each stream. Once allocated to a class students **will not** be able to change unless there are places in another class or someone in the other class is willing to swap.

Warning: You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your group-work contribution. Appeals against a Fail grade awarded in this Unit by students who have not attended at least 10 of the 13 seminars will less likely be considered.

Requirements:

Due to the intensive mode teaching students are required to attend at least 10 of the 12 seminars – failure to do so will lead to a 20% deduction from your group-work for each seminar missed. Once the seminar groups are formed, students cannot change their classes. Attendance will be taken in seminar class.

- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- Students who disturb or disrupt in class sessions will be asked to leave.
- All students have to complete one peer assessment for the Blue Ocean Strategy

Simulation (BOSS).

- The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings and attendance.

Prescribed texts:

- Kerin, R.A., and Peterson, R.A. (2013). Strategic Marketing Problems Cases and Comments, International Edition, 2013, Pearson. ISBN-13 9780273768944.
- Kim, W. and Mauborgne, R. 2005, *Blue Ocean Strategy*, McGraw Hill

The lecture stream follows the chapters and case studies Kerin and Peterson (2013) text, but materials from other sources will be introduced during the course. It will be assumed that you will have read the chapters assigned each week prior to attending lectures.

The Blue Ocean Strategy Simulation game is based on the work of Kim, W. and Mauborgne, R. 2005. It will be assumed that you will have read the chapters assigned each week prior to attending seminars.

Prescribed unit materials: Online Student Guides for the Blue Ocean Strategy Simulation .

Recommended supplementary texts:

- Hooley, G., Piercy, N., Nicoulaud, B. 2012, *Marketing Strategy and Competitive Positioning*, 5th Ed., Prentice Hall.
- Cravens, D. and Piercy, N. 2012, *Strategic Marketing*, 10th Ed., McGraw Hill.
- Mullins J., Walker O., Boyd H., and Larréché J.-C., 2006 Marketing Management: A Strategic Decision-Making

Technology Used and Required

Students are required to learn how to use power point, word processing, iLearn and the Blue Ocean Strategy Simulation Game. No recording devices are to be used by students to record lecture notes without the permission of the lecturer.

Unit web page

The web page for this unit can be found at: iLearn <http://ilearn.mq.edu.au>

Unit Schedule

Weekly Schedule of Classes MKTG303 Semester 1, 2016

Seminar #	Week Begin	Lecture Topic/Resources	Seminar Assessment Tasks
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1	29 th February	Introduction to Marketing Strategy- Kerin & Peterson Ch. 1	1. Form Groups (4-6 max) 2. Complete Team Agreement for Simulation Game 3. Blue Ocean Strategy Introduction - Kim and Mauborgne (2005) Ch 1-2
2	29 th February	Profitability and Financial Management 1. Productivity Measures 2. Balanced Scorecard 3. Financial Management Kerin & Peterson Ch. 2	1. Blue Ocean Strategy Guide 2. Introduction/User Guide 3. Registration Process 4. Explain major operational aspects of the game
3	7 th March	Marketing Decision Making and Case Analysis – Kerin & Peterson Ch. 3 Blue Ocean Strategy Kim and Mauborgne (2005) Chapter 3	Complete Kerin & Peterson Ch. 2 Exercises: 1, 7 and 8 for class discussion
4	7 th March	1. Opportunity Analysis, Market Segmentation, and Market Targeting -Kerin & Peterson Ch. 4 2. Blue Ocean Strategy Kim and Mauborgne (2005) Chapter 4 3. Overview of BOSS Reflective Journal	A1 Assessment: Submit- Mini-Case 1 by 23.59 via Turnitin 7 March
5	14 th March	1. Product and Service Strategy and Brand Management - Kerin & Peterson Ch. 5 2. Blue Ocean Strategy - Kim and Mauborgne (2005) Chapter 5	BOSS Practice Round – Commences Monday 14 March 9am. Completes Sunday 20 March 5pm
6	14 th March	Integrated Marketing Communications Strategy and Management	BOSS Practice Round Commences Monday 14 March. 9am. Completes Sunday 20 March 5pm
7	21 st March	Marketing Channels and Supply Chain Strategy & Management Kerin & Peterson Ch. 7	BOSS Red Round Assessment Begins Commence Monday 21 March. 9am. Completes Sunday 27 March 5pm

8	21 st March	Pricing Strategy and Management Kerin & Peterson Ch. 8	BOSS Red Round Assessment Begins Commence Monday 21 March. 9am. Completes Sunday 27 March 5pm
9	28 th March	Managing Strategic Relationships Strategic Customer Management – Hooley Ch 15 Strategic Alliances and Networks – Hooley Ch 16	BOSS BLUE ROUND 1 and BLUE ROUND 2 - Simulation Game Commence Monday 28 March. 9 am. Completes Sunday 3 April 5pm
10	28 th March	Global Marketing Strategy and Management Kerin & Peterson Ch. 10	BOSS BLUE ROUND 1 and BLUE ROUND 2 - Simulation Game Commence Monday 28 March. 9 am. Completes Sunday 3 April 5pm
11	4 April	Marketing Strategy Reformulation: The control Process Kerin & Peterson Ch. 9 Executing Blue Ocean Strategy Kim and Mauborgne (2005) Chapters 7,8,9	BOSS BLUE ROUND 3 - Simulation Game Commence Monday 4 April 9 am. Completes Sunday 10 April 5pm
12	4 April	1. Corporate Social Responsibility - Hooley Ch 18 2. Course Summary and Review	BOSS BLUE ROUND 3 - Simulation Game Commence Monday 4 April 9 am. Completes Sunday 10 April 5pm Submit A3 Assessment – Blue Ocean Reflective Journal by Monday 18 th April by 23:59 (Via Turnitin)
Mid Semester Break 11-24 April			
13	25 April	Final Seminar	1. Assessment (A1)- Mini-Case 2 Submit Sunday 24 April by 23:59 (Via Turnitin) 2. Conduct A4 Class Test (15% of assessment mark)

Weekly Schedule of Classes MKTG303 Semester 1, 2015

Seminar	Week Begin	Lecture Topic	Seminar/Assessment
1	29 February	Introduction to Marketing Strategy- Kerin & Peterson Ch. 1	1. Form Groups (4-6 max) 2. Complete Team Agreement for Simulation Game 3. Blue Ocean Strategy Introduction - Kim and Mauborgne (2005) Ch 1-2
2	29 February	Profitability and Financial Management 1. <u>Productivity Measures</u> 2. Balanced Scorecard 3. Financial Management Kerin & Peterson Ch. 2	Blue Ocean Strategy Guide 1. Introduction/User Guide 2. Registration Process 3. Explain major operational aspects of the game
3	7 March	Marketing Decision Making and Case Analysis - Kerin & Peterson Ch. 3 Blue Ocean Strategy Kim and Mauborgne (2005) Chapter 3	Complete Kerin & Peterson Ch. 2 Exercises: 1, 7 and 8 for class discussion
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7	21 March	Marketing Channels and Supply Chain Strategy & Management Kerin & Peterson Ch. 7	Conduct BOSS Red Round Commence Monday 21 March. 9am. Completes Sunday 27 March 5pm
8	21 March	Pricing Strategy and Management Kerin & Peterson Ch. 8	

Seminar	Week Begin	Lecture Topic	Tutorial Tasks / Readings
9	28 March	Managing Strategic Relationships Strategic Customer Management – Hooley Ch 15 Strategic Alliances and Networks – Hooley Ch 16	Conduct BOSS BLUE ROUND 1 and BLUE ROUND 2 - Simulation Game Commence Monday 28 March. 9 am. Completes Sunday 3 April 5pm
10	28 March	Global Marketing Strategy and Management Kerin & Peterson Ch. 10	
11	4 April	Marketing Strategy Reformulation: The control Process Kerin & Peterson Ch. 9 Executing Blue Ocean Strategy Kim and Mauborgne (2005) Chapters 7,8,9	Conduct BOSS BLUE ROUND 3 - Simulation Game Commence Monday 4 April 9 am. Completes Sunday 10 April 5pm
12	4 April	1. Corporate Social Responsibility - Hooley Ch 18 2. Course Summary and Review	1. Submit A3 Assessment - Blue Ocean Reflective Journal by Monday 18 th April by 23:59 (Via Turnitin)
Mid Semester Break 11-24 April			

13	25 April	Final Seminar	<ol style="list-style-type: none">1. Assessment (A1)- Case 2 Submit Sunday 24 April by 23:59 (Via Turnitin)2. Conduct A4 Class Test (15% of assessment mark)
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Learning and Teaching Activities

Seminar

Lecturers and tutorials combined from staff

Simulation activities

Participation in the decision-making aspects re the development of a Blue Ocean strategy over 9 periods

Workshop Activities

Students to work through case studies and exercises during seminars

Personal Reading

Reading through journal articles, textbooks and online resources

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of

Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit <ask.mq.edu.au>.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (<mq.edu.au/learningskills>) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at <ask.mq.edu.au>

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Develop an understanding marketing strategy options to maximize a company's chances of achieving a sustainable competitive advantage;
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

Assessment tasks

- A1: Class Participation
- A2: Simulation Game

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Develop an understanding marketing strategy options to maximize a company's chances of achieving a sustainable competitive advantage;
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

Assessment tasks

- A1: Class Participation
- A2: Simulation Game

- A3: Reflective Journal
- A4: Class Test

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces
- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Develop an understanding marketing strategy options to maximize a company's chances of achieving a sustainable competitive advantage;
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

Assessment tasks

- A1: Class Participation
- A2: Simulation Game
- A3: Reflective Journal
- A4: Class Test

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Understand the firm's relation to its business environment of customers, competitors, collaborators, and other external forces

- Assess marketing strategies from the standpoint of growth, market share, and profitability; and within the context of the market environment;
- Develop an understanding marketing strategy options to maximize a company's chances of achieving a sustainable competitive advantage;
- Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.

Assessment tasks

- A1: Class Participation
- A3: Reflective Journal
- A4: Class Test

Changes from Previous Offering

We have reviewed the course materials from last semester and have changed the weighting of the assessment items so that we can introduce a class test at the end of the course. This course for this semester is being run in an intensive mode and will be completed over seven week instead of the usual 13 weeks.

Research and Practice Global and Sustainability

This unit uses research from external sources and Macquarie University researchers as listed in the references lists on iLearn.

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- Dryden. McKee Daryl, P. Varadarajan, and W. Pride (1989), "Strategic Adaptability and Firm Performance: A Market-Contingent Perspective," Journal of Marketing, 53, (July), 21-35.
- Porter, M. E. (Ed.) 1980 and 1998, Competitive Strategy: Techniques for Analysing Industries and Competitors, Free Press, New York.
- Webster, F.E. 1992, "The changing role of marketing in the corporation", Journal of Marketing, 56, (October), 1-17.

It will be assumed that you will have read the chapters assigned each week prior to attending lectures. The text covers some of the basic material and provides numerous examples. There will also be a small number of additional readings from other sources that will be provided to you via iLearn.

Other journals and publications of interest include the following:

- Journal of Marketing Australian Journal of Management Journal of Marketing Research
- Harvard Business Review
- International Journal of Research in Marketing Sloan Management Review
- Journal of the Academy of Marketing Science
- Business Horizons Australasian Marketing Journal
- Academy of Management Journal Business Strategy Review
- Journal of Management Studies Marketing Intelligence and Planning Academy of Management Review
- Long Range Planning Strategic Management
- Journal Industrial Marketing Management Organisation Studies Journal of Business Research
- Strategic Change Marketing Management
- Academy of Management Executive European Journal of Marketing Personnel Management

Other publications Psychological Review The Economist

- California Management Review Fortune
- Journal of Change Management Business Review Weekly
- B&T Weekly
- Australian Financial Review The Australian
- Sydney Morning Herald Marketing Magazine